



# Andrey Macedo

Designer

Bachelor in Design

São Paulo, Brazil

[andreymacedo.com](http://andreymacedo.com)

Hi! I'm a designer and I've been crafting digital products for over 10 years, bringing ideas to life and turning complicated problems into simple solutions. Having collaborated with diverse teams — from startups to multinational corporations — I've contributed to digital products that have reached thousands, aligning user goals with business needs.

My multi-disciplinary skills span across web design, front-end development, branding, and product design, each area contributing unique insights to my practice creating delightful and user-centric experiences. Through a solid design process with research and testing, I push technology's boundaries to deliver scalable and engaging products.

As a driven team collaborator and leader, I've successfully navigated projects of various scales, constantly learning and improving. With each challenge, my goal is to create designs that are aesthetically pleasing, impactful, and meaningful.

## LATEST EXPERIENCES

2023

# LG Magenta

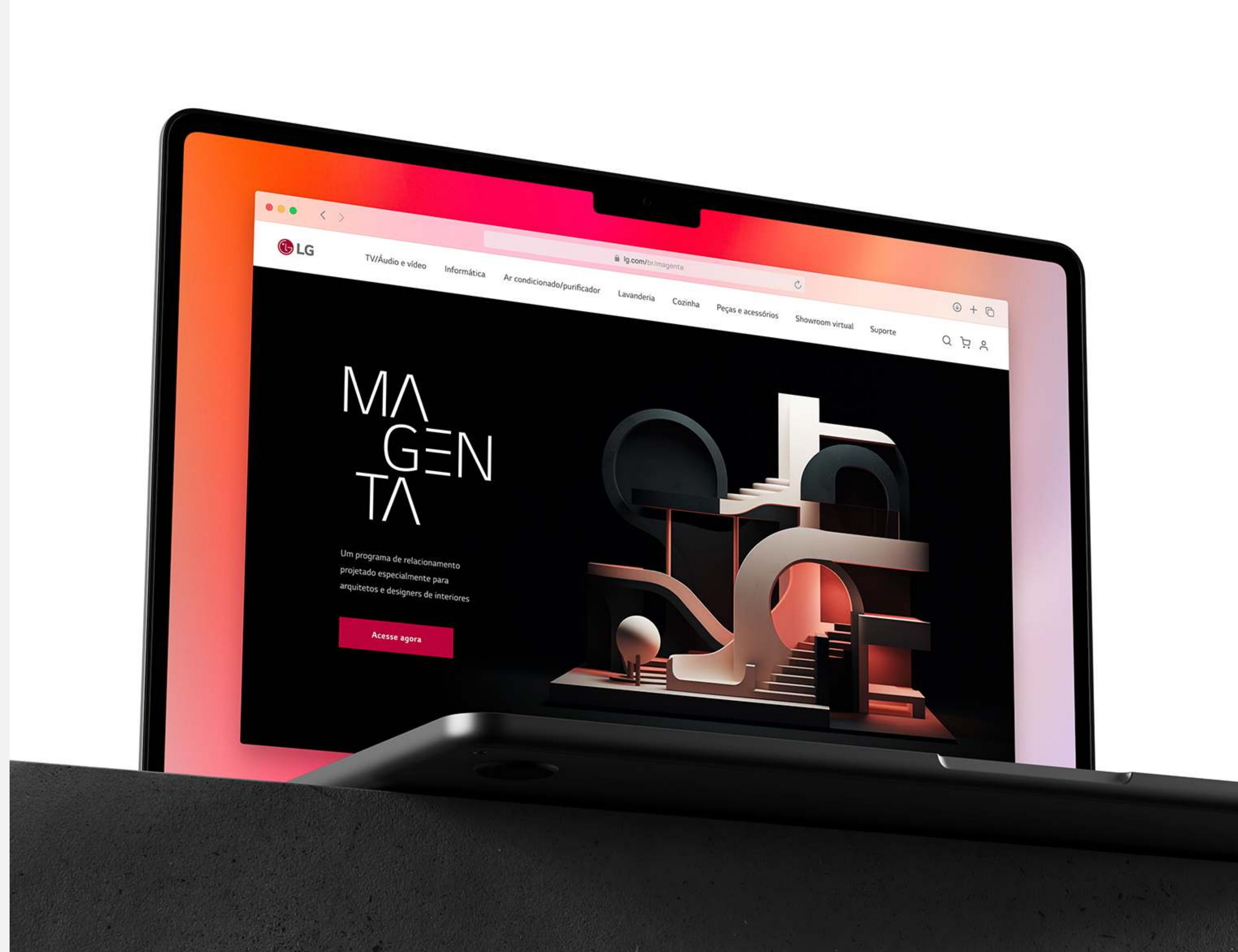
LG Magenta is a robust resource hub for architects and designers. It offers industry trends, master classes, personalized services, LG product previews, and more. Users can earn points for LG products, integrate project-specific 3D models, and even feature their work across LG's channels.

In my role, I led a complete platform redesign. I improved the user journey and website structure through detailed research. My work included developing interactive prototypes, ensuring design-business alignment, and creating responsive layouts. These enhancements made the platform more intuitive and consistent.

Web • Product design • UX / UI • UX Research

User interviews • User flows • Prototyping

Wireframing • Interaction design • Design system





LATEST EXPERIENCES

2022

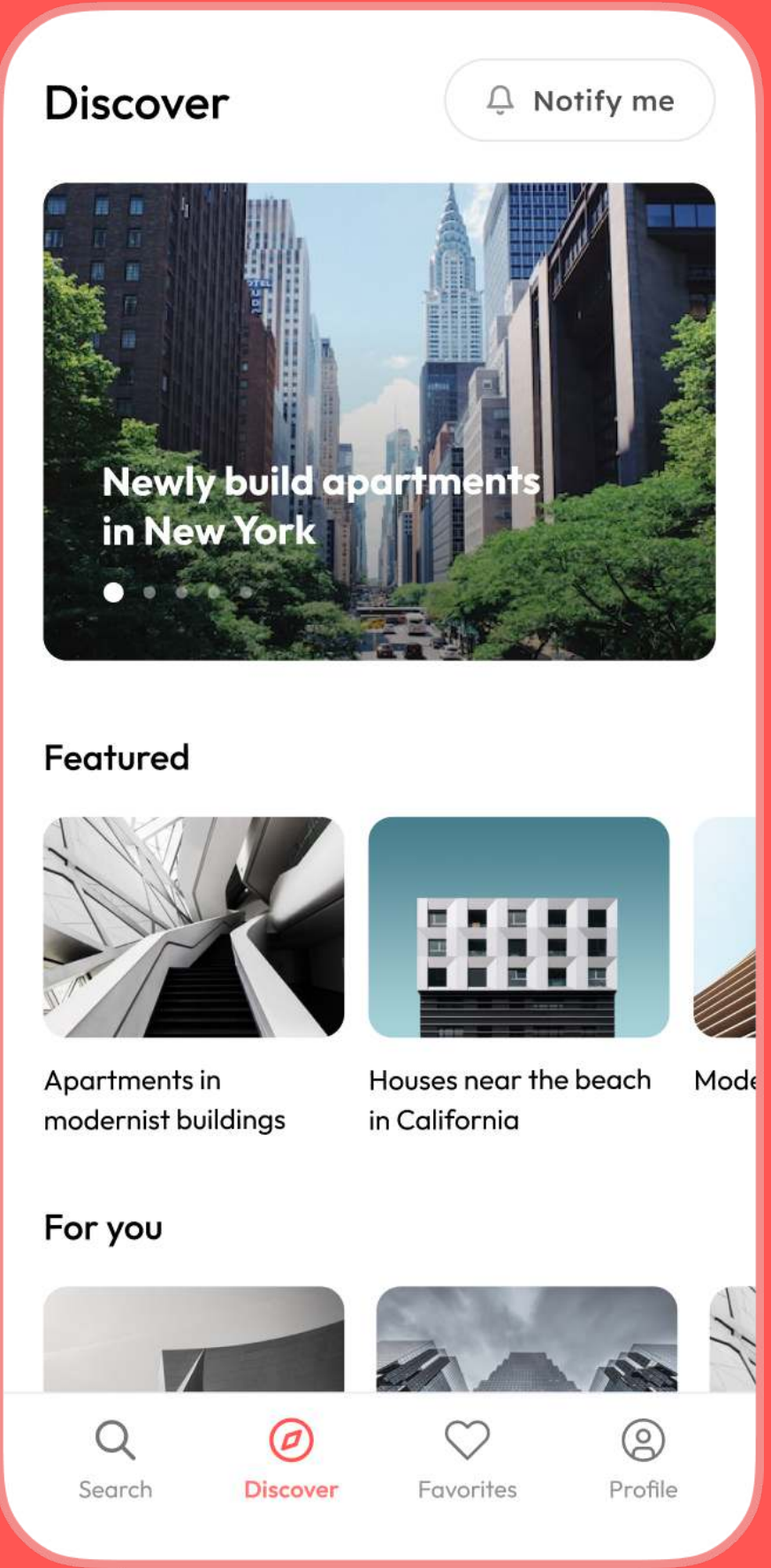
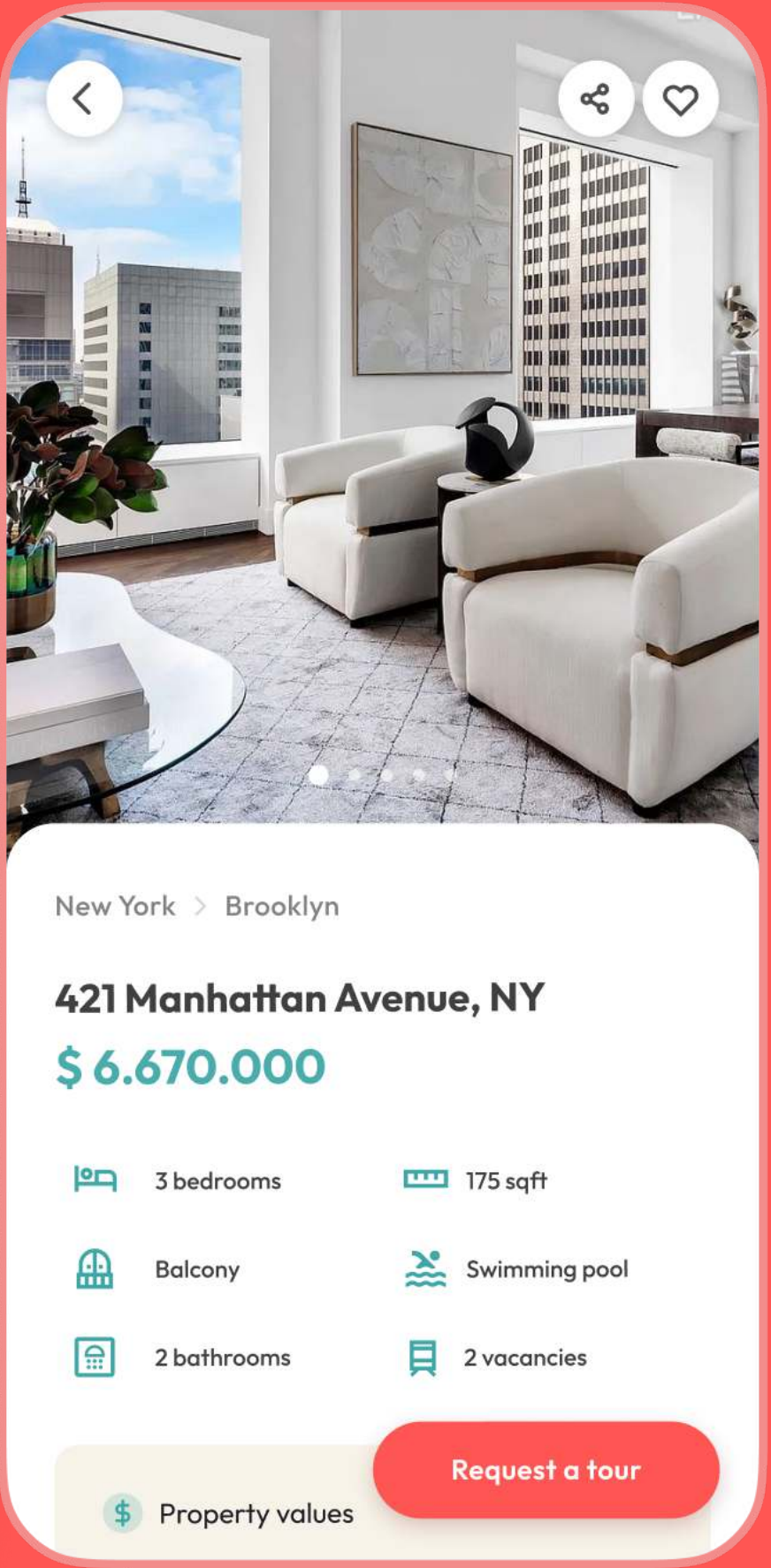
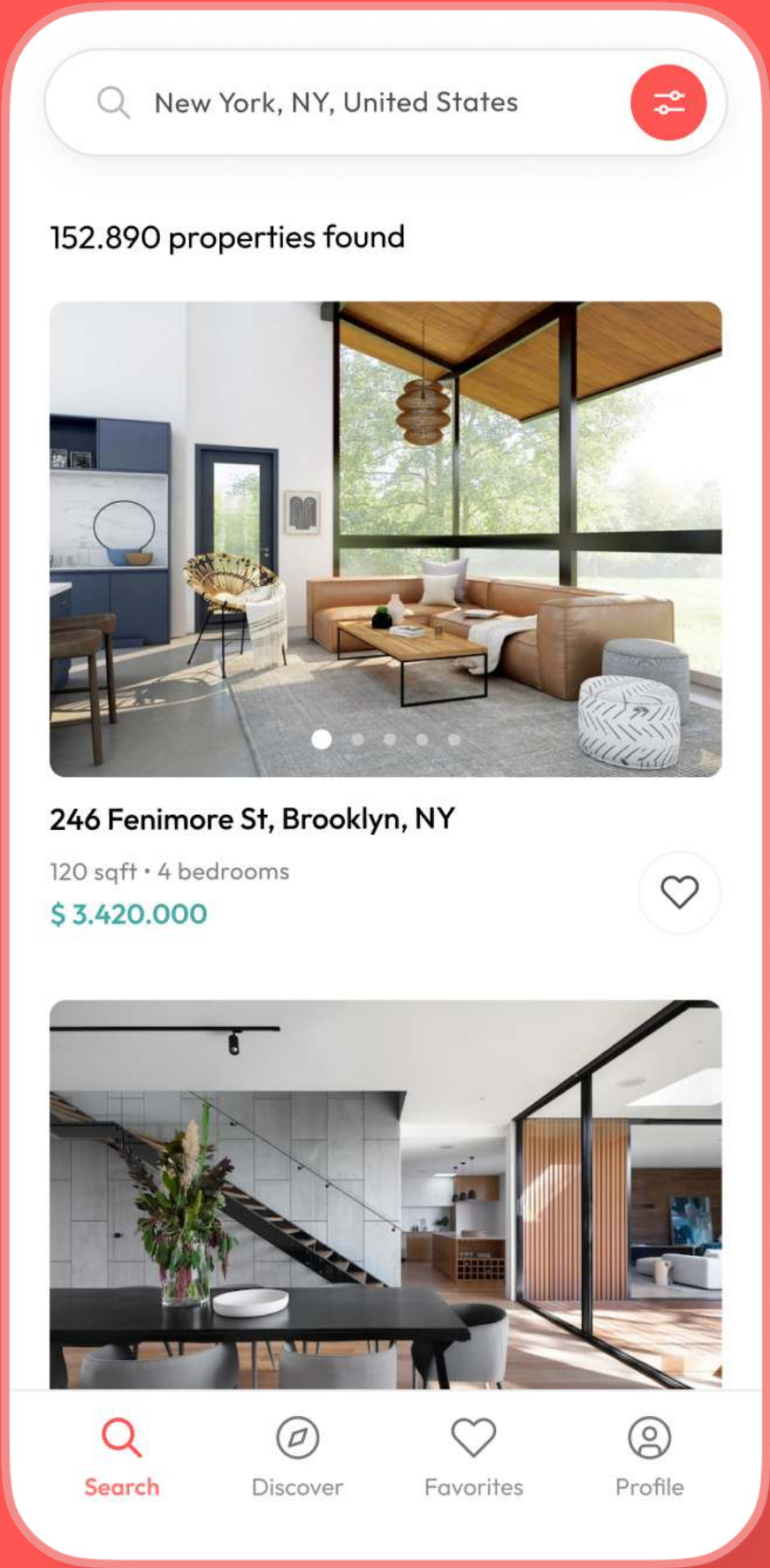
Casafy

Casafy, a real estate platform, eases the home-search process. It offers everything from urban apartments to luxury houses, each listing detailed with all important features and finance options.

As their product designer, I used research and testing to refine the platform. This led to a doubled user retention and a 20% conversion rate increase. I also introduced a design system for a smoother user experience.

A standout feature we implemented was AI-curated listings and personalized lists, streamlining the search process for users. My work significantly improved user engagement with the app and web version.

- App • Web • Product design • UX / UI
- Wireframing • Prototyping • User research
- User journey • Branding • Design system





## LATEST EXPERIENCES

2021

# TC

TC is a platform for investors with specialized trading tools and a thriving community. Its goal is to educate, inform, and enhance profits through shared insights and strategies.

I started as a visual designer within the marketing team, where I created ads, led media campaigns, and designed landing pages. Through research, analysis and testing, I played a key role optimizing campaigns that generated millions in revenue.

As the startup expanded, my role evolved. As a product designer, I had a hand in shaping concepts, refining services and launching new products that positively influenced thousands of users in their investing journey.

App • Web • Product design • UX / UI

UX research • User interviews • Usability testing

Front-end dev • Wireframing • Prototyping

Design system • Marketing • Branding





# Thank you!

Get in touch or check more of my work.

[andrey.rm@gmail.com](mailto:andrey.rm@gmail.com)

[+5511959122402](tel:+5511959122402)

[andreymacedo.com](http://andreymacedo.com)